

TOURISM



CITY OF LAS VEGAS
REDEVELOPMENT AGENCY



OFFICE OF BUSINESS
DEVELOPMENT

Las Vegas Redevelopment Agency & City of Las Vegas Office of Business Development

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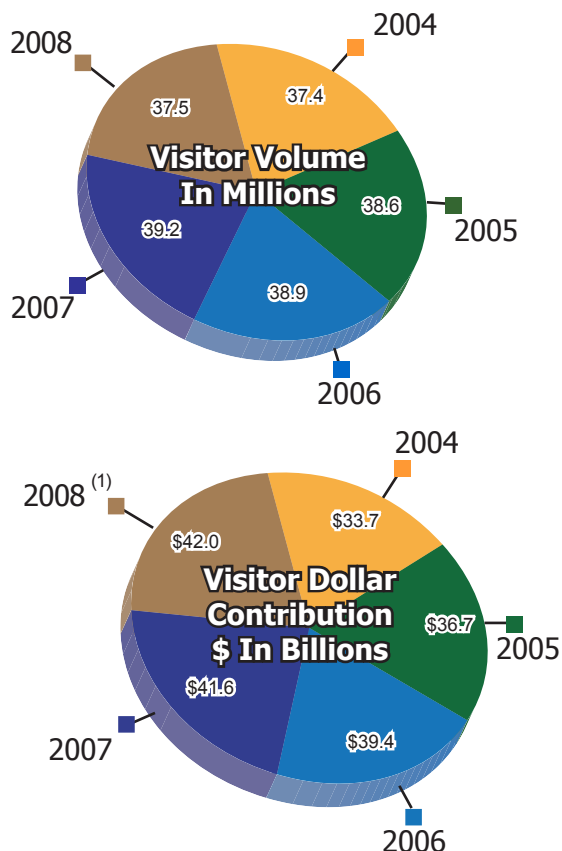
The Las Vegas Redevelopment Agency (RDA) promotes the redevelopment of downtown Las Vegas and surrounding older commercial districts by working with developers, property owners and the community to accomplish beneficial revitalization efforts, create jobs and eliminate urban decay. The RDA coordinates with the city of Las Vegas Office of Business Development on day-to-day operations, economic development and long-term strategic goals.

The Office of Business Development (OBD) creates, coordinates and encourages new development and redevelopment throughout the city of Las Vegas, with an emphasis on the downtown area. It strives to increase and diversify the city's economic base through business attraction, retention and expansion programs.



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Las Vegas Valley Total Visitor Volume and Dollar Contribution



(1) A new methodology for assessing visitor dollar contribution was implemented in 2008 and is not directly comparable to previous years.
Source: Las Vegas Convention and Visitors Authority.

Clark County Gross Gaming Revenue

Year	Revenue	% Change
1990	\$4,104,001,000	
1991	\$4,152,407,000	1.2
1992	\$4,381,710,000	5.5
1993	\$4,727,424,000	7.9
1994	\$5,430,651,000	14.9
1995	\$5,717,567,000	5.3
1996	\$5,783,735,000	1.2
1997	\$6,152,415,000	6.4
1998	\$6,346,958,000	3.2
1999	\$7,210,700,000	13.6
2000	\$7,671,252,000	6.4
2001	\$7,636,547,000	-0.5
2002	\$7,630,562,000	-0.1
2003	\$7,830,856,000	2.6
2004	\$8,711,426,000	11.2
2005	\$9,717,322,000	11.5
2006	\$10,630,387,000	9.4
2007	\$10,868,464,000	2.2
2008	\$9,796,970,000	-9.9

Source: Nevada Gaming and Control Board.

Las Vegas Valley Convention Attendance : 1990-2008

Year	Attendance	% Change
1990	1,742,194	
1991	1,794,444	3.0
1992	1,969,435	9.8
1993	2,439,734	23.9
1994	2,684,171	10.0
1995	2,924,879	9.0
1996	3,305,507	13.0
1997	3,519,424	6.5
1998	3,301,705	-6.2
1999	3,772,726	14.3
2000	3,853,363	2.1
2001	5,014,240	30.1
2002	5,105,450	1.8
2003	5,657,796	10.8
2004	5,724,864	1.2
2005	6,166,194	7.7
2006	6,307,961	2.3
2007	6,209,253	-1.6
2008	5,899,725	-5.0

Source: Las Vegas Convention and Visitors Authority.

McCarran International Airport Enplaned/Deplaned

Year	Passengers	% Change
1990	19,089,684	
1991	20,171,557	5.7
1992	30,912,585	3.7
1993	22,492,156	7.6
1994	26,850,486	19.4
1995	28,027,239	4.4
1996	30,459,965	8.7
1997	30,315,094	0.5
1998	30,227,287	-0.3
1999	33,715,129	11.5
2000	36,865,866	9.3
2001	35,179,960	-4.6
2002	35,009,011	-0.5
2003	36,265,932	3.6
2004	41,441,531	14.3
2005	44,267,370	6.8
2006	46,193,329	4.4
2007	47,729,527	3.3
2008	44,074,707	-7.7

Source: Clark County Department of Aviation.

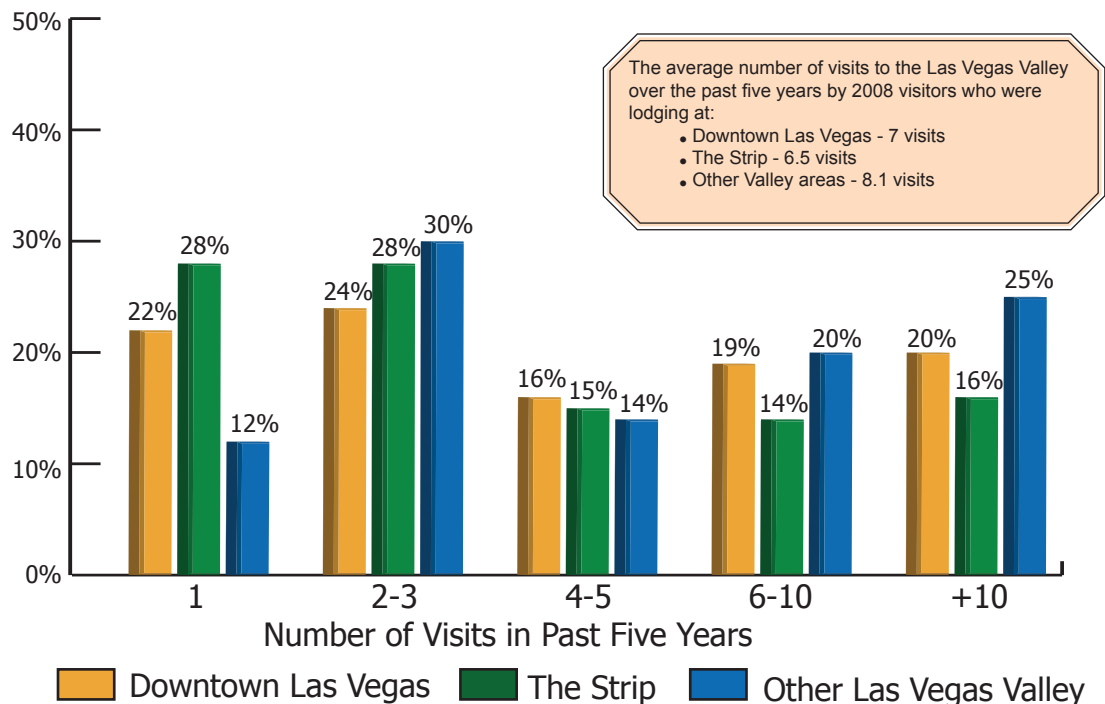
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Las Vegas Valley Hotel/Motel Statistics

Year	# of Hotel/Motel Rooms	% Change	Occupancy Rates %		
			Hotel	Motel	Total
1990	73,730		89.1	69.8	84.7
1991	76,879	4.3	85.2	62.6	80.3
1992	76,523	-0.5	88.8	66.1	83.9
1993	86,053	12.5	92.6	69.7	87.6
1994	88,560	2.9	92.6	73.2	89.0
1995	90,046	1.7	91.4	72.4	88.0
1996	99,072	10.0	93.4	75.7	90.4
1997	105,347	6.3	90.3	68.8	86.4
1998	109,365	3.8	90.3	67.3	85.8
1999	120,294	10.0	92.1	68.6	88.0
2000	124,270	3.3	92.5	71.9	89.1
2001	126,610	1.9	88.9	63.8	84.7
2002	126,787	0.1	88.8	60.2	84.0
2003	130,482	2.9	89.6	60.5	85.0
2004	131,503	0.8	92.0	68.7	88.6
2005	133,186	1.3	91.8	72.0	89.2
2006	132,605	-0.4	93.2	65.2	89.7
2007	132,947	0.3	94.0	64.5	90.4
2008	140,529	5.7	89.8	57.8	86.0

Source: Las Vegas Convention and Visitors Authority.

Frequency of Visits in Past Five Years Among All Visitors



Source: Las Vegas Convention and Visitors Authority-2008 Las Vegas Visitor Profile Study.

Downtown Las Vegas

The downtown Las Vegas area is located a few miles north of the famous Las Vegas Strip. (The majority of The Strip is not located within the city of Las Vegas; it comes under the jurisdiction of Clark County.)

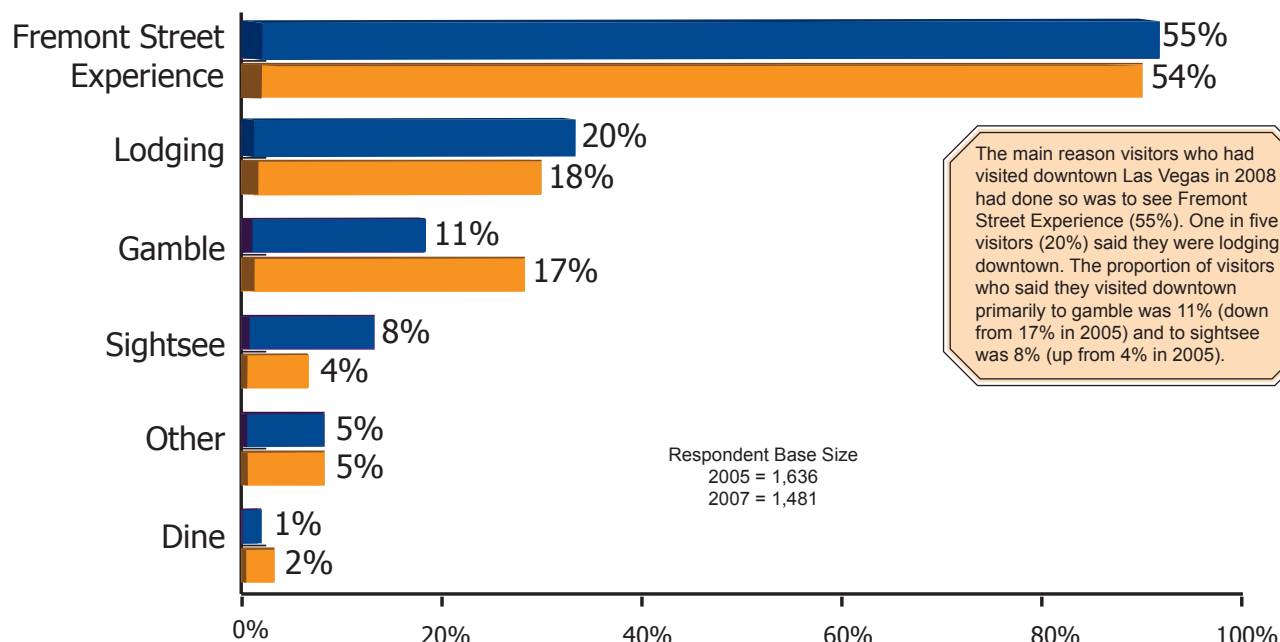
The Fremont Street Experience - comprised of five blocks of casinos, bars, entertainment and more - remains one of downtown's main attractions and activity centers.

Main Reason for Visiting Downtown Las Vegas

Among those who visited downtown 2005 vs 2007

2007

2005



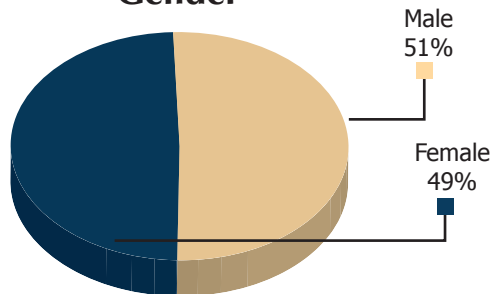
Note: This question is asked every other year and was not asked in the 2008 survey.

Source: Las Vegas Convention and Visitors Authority – 2008 Las Vegas Visitor Profile Study.

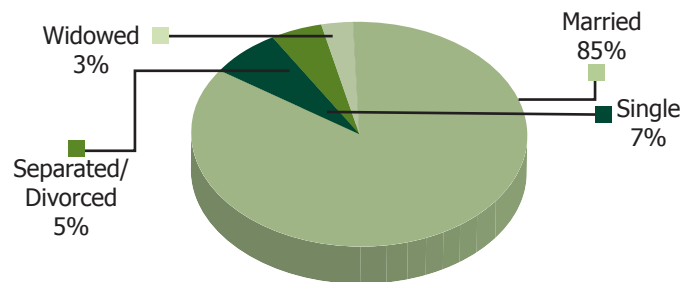
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Downtown Las Vegas Visitors Demographic Profile:

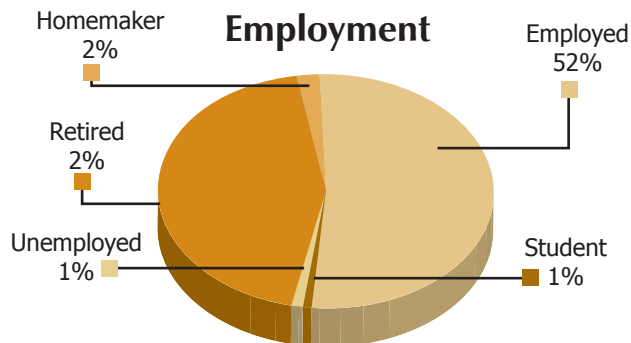
Gender



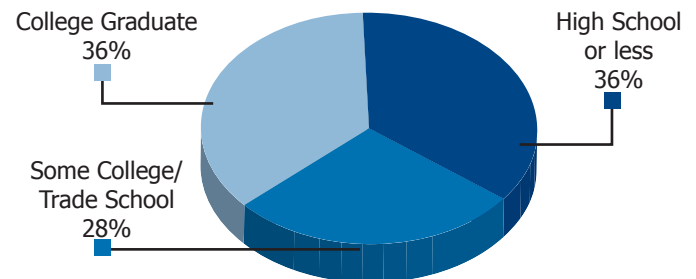
Marital Status



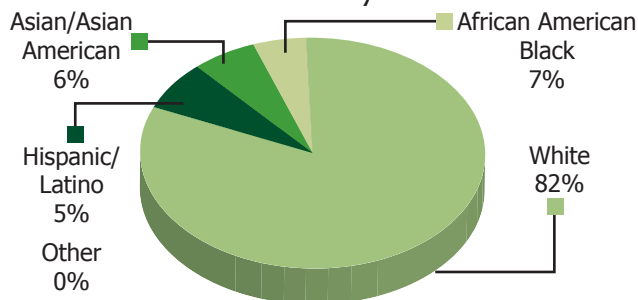
Employment



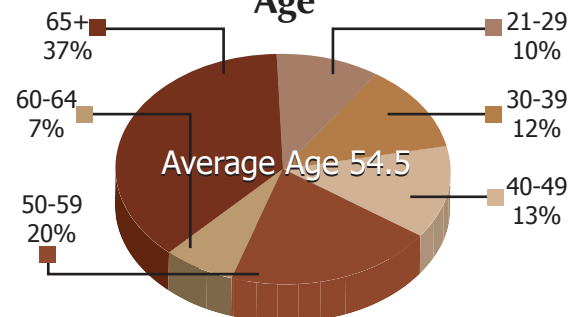
Education



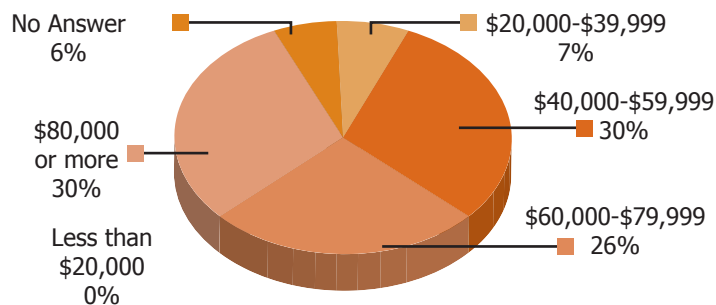
Ethnicity



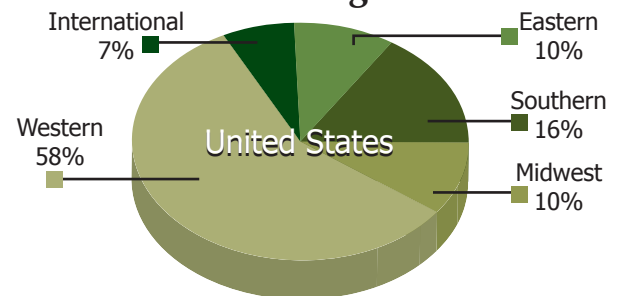
Age



Household Income



Visitor Origin⁽¹⁾



(1) **Eastern states:** Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island and Vermont. **Southern States:** Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, N. Carolina, Oklahoma, S. Carolina, Tennessee, Texas, Virginia and W. Virginia. **Midwestern states:** Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, N. Dakota, Ohio, S. Dakota and Wisconsin. **Western states:** Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada (excluding Clark County), New Mexico, Oregon, Utah, Washington and Wyoming.

Note: Respondent base size=242. Total may not add to 100 percent due to rounding or because multiple responses were permitted.
Source: Las Vegas Convention and Visitors Authority – 2008 Las Vegas Visitor Profile.